

## **Marthaförbundet elevator pitch 2023**

1. Marthaförbundet, the Swedish-speaking Martha Association in Finland, is a much sought-after advisory organisation with just over 8,500 members from all walks of life.
2. We were founded in 1899 and operate throughout Swedish-speaking Finland and the Åland islands.
3. As an advisory organisation, our objective is to help boost your everyday skills in household management, finances, ecology and preparedness in the home.
4. We share everyday knowledge to inspire you to make sustainable, conscious choices that promote your day-to-day wellbeing.
5. We provide you with knowledge, guidance and practical tips on everything from cooking and cleaning to budgeting tools.
6. We are working hard to reduce the climate impact of daily life, by inspiring, educating and encouraging everyone to live as sustainably as possible.
7. Marthaförbundet is an inclusive organisation and works to ensure that everyone can live a sustainable and equal daily life, regardless of background or identity.
8. We create networks and places for people to meet, gain new skills, and exchange experiences.
9. As a membership organisation, we focus on continuous development and improving operations based on the needs and wishes of our member associations.
10. We are working to effect change in society by promoting and advocating on key issues in creating a better world, one day at a time.